



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

55SS-3
Dealer 3
January 26, 1955

TO: ZONES AND DEALERS
SUBJECT: 1955 LACQUER COLORS

What Beautiful New Paint Schemes On The 1955 Packard And Clipper Models!

Yes, the harmonizing two-tones, blending perfectly with stylistic interiors that have just that touch of pleasing contrast to make these cars the talk of the nation.

Are You Prepared, Though, To Restore This Original Beauty If The Owner Has An Unfortunate Mishap After Taking Delivery Of His Car?

There's not much doubt the owner will come to you to get the work done, and the quicker you can take care of his troubles, the better chance you have of keeping him as a satisfied customer. That's important, too, because you not only want to get all of his service work, but retain him in the family as a booster for the other products you merchandise.

Remember, every color is new this year - so sit down now and fill in the attached order blanks, using the one with the suffix three (3) after the part number for the quart size, and the five (5) suffix for the gallon container.

Mail them to your Zone Warehouse without delay.

Yours very truly,

STUDEBAKER-PACKARD CORPORATION

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

Attach. (2)
MJU:er



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
			PACKARD LACQUER COLORS - QUART SIZE						
<u>Part No.</u>			<u>Color Name:</u> <u>Color Classification:</u>					\$2.35	
PL-5501-3			Jade Light Green						
PL-5502-3			Tourmaline Medium Green						
PL-5503-3			Emerald Dark Green						
PL-5504-3			Zircon Light Blue						
PL-5505-3			Ultramarine Medium Blue						
PL-5506-3			Sapphire Dark Blue						
PL-5507-3			Moonstone Light Gray						
PL-5508-3			Gray Pearl Dark Gray						
PL-5509-3			Fire Opal Red						
PL-5510-3			Topaz Medium Brown						
PL-5511-3			Turquoise Turquoise						
PL-5512-3			White Jade Off-White						
PL-5513-3			Agate Light Tan						
PL-5514-3			Citrine Light Yellow						
PL-5515-3			Sardonyx Gray Red						
PL-5516-3			Onyx Black						
PL-5517-3			Rose Quartz Fuchsia						
			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



PACKARD PARTS or ACCESSORIES ORDER

(BULLETIN ORDER)



PUR.
ORDER
NO.

DATE

SHIP
VIA

TERMS

D.L.R.
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
			<u>PACKARD LACQUER COLORS - GALLON SIZE</u>						
<u>Part No.</u>			<u>Color Name: Color Classification:</u>						
PL-5501-5			Jade Light Green					\$8.13	
PL-5502-5			Tourmaline Medium Green						
PL-5503-5			Emerald Dark Green						
PL-5504-5			Zircon Light Blue						
PL-5505-5			Ultramarine Medium Blue						
PL-5506-5			Sapphire Dark Blue						
PL-5507-5			Moonstone Light Gray						
PL-5508-5			Gray Pearl Dark Gray						
PL-5509-5			Fire Opal Red						
PL-5510-5			Topaz Medium Brown						
PL-5511-5			Turquoise Turquoise						
PL-5512-5			White Jade Off-White						
PL-5513-5			Agate Light Tan						
PL-5514-5			Citrine Light Yellow						
PL-5515-5			Sardonyx Gray Red						
PL-5516-5			Onyx Black						
PL-5517-5			Rose Quartz Fuchsia						
			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