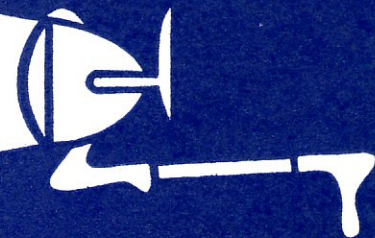


PARTS
Packard
ACCESSORIES

SALES SPOTLIGHT



PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

55SS-4
Dealer 4
February 4, 1955

TO: ZONES AND DEALERS

SUBJECT: PACKARD PERMANENT TYPE ANTI-FREEZE PRICES

What's all this talk about Permanent Anti-Freeze prices for the 1955-1956 season?

Have you heard the same rumors - well, if you have, it doesn't apply to the present inventory we have in our Zone Warehouses.

But you better use the attached order blank today - tomorrow may be too late!

Shipment will be prepaid with your next scheduled order - and remember, you can use a "fill" for every new car you sell for the next two months.

HURRY!

Yours very truly,

STUDEBAKER-PACKARD CORPORATION


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

Attach. (1)

MJU:er

Special Offer!

TESTED AND



APPROVED

Packard

PERMANENT ANTI-FREEZE

IF YOUR SIGNED ORDER IS MAILED TO YOUR ZONE PARTS DEPOT BY JUNE 1, 1955 AND -

<u>YOU PURCHASE</u>	<u>YOU GET FREE</u>	<u>YOU SAVE</u>	<u>"PASS" PLAN PRIZE POINT AWARD TOTAL THIS PURCHASE</u>
102 Gal.	5 Gal.	\$ 10.85	660
204 Gal.	12 Gal.	26.04	1,770
504 Gal.	36 Gal.	78.12	5,460
1008 Gal.	102 Gal.	221.34	13,120

LOOK AT THOSE BONUS PRIZE POINTS FOR DEALER'S PARTS MANAGERS! 

USE THE REVERSE SIDE AS YOUR ORDER

MAIL TO YOUR PACKARD ZONE PARTS DEPOT TODAY !

SHIPMENT CAN BE SPECIFIED AT ANY TIME AFTER SEPTEMBER 1, 1955.

We reserve the right to withdraw this offer at any time.

TIME RECEIVED
IN ZONE WAREHOUSE



PACKARD PARTS or ACCESSORIES ORDER

(BULLETIN ORDER)



PUR.
ORDER
NO.

DATE

SHIP TO

CHARGE TO

SHIP
VIA

STREET

STREET

TERMS

CITY
STATE

CITY
STATE

DLR.
CODE

PART NUMBER	GROUP NUMBER	ZONE LOCATION	DESCRIPTION	ORDERED	BACK ORDERED	SHIPPED	CLASS CODE	SUGGESTED DEALER NET	COST PRICE EACH
SP50006			Permanent Anti Freeze (gallon size)						
SP50007			Permanent Anti Freeze (quart size)						
PA458284			Permanent Anti Freeze (30 gal. drum)						
			Shipping Schedule						

DEALERS SEND ORDER TO ZONES

SIGNED _____
PRICES SUBJECT TO CHANGE WITHOUT NOTICE